

CLAIMS

1. A system, comprising:

a first device configured to provide data to a destination device, the data including tracking information;

a second device configured to receive the tracking information from the destination device when the data is provided to the destination device; and

a database configured to maintain the tracking information and associate the tracking information with the destination device.

2. A system as recited in claim 1, wherein the first and second devices are the same device.

3. A system as recited in claim 1, wherein the database is further configured to associate the tracking information with a user of the destination device.

4. A system as recited in claim 1, wherein the second device receives the tracking information from the destination device after the data is rendered at the destination device.

5. A system as recited in claim 1, wherein the tracking information includes a designation of the second device, such that the tracking information is communicated to the second device based upon the designation.

1 **6.** A system as recited in claim 1, wherein the tracking information
2 identifies the first device as a provider of the data.

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4 **7.** A system as recited in claim 1, wherein the tracking information
5 identifies the destination device.

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7 **8.** A system as recited in claim 1, wherein a destination device identifier
8 is included as part of the tracking information when the data is provided to the
9 destination device.

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11 **9.** A system as recited in claim 1, wherein the tracking information
12 identifies the data.

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14 **10.** A system as recited in claim 1, wherein the tracking information is a
15 uniform resource locator.

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17 **11.** A system as recited in claim 1, wherein the tracking information is
18 included as part of a uniform resource locator that designates the second device,
19 identifies the first device as a provider of the data, identifies the destination
20 device, and identifies the data.

1 **12.** A system as recited in claim 1, wherein:

2 the second device is further configured to receive a request for additional
3 data from the destination device, the request including request-tracking
4 information;

5 the database is further configured to maintain the request-tracking
6 information and associate the request-tracking information with the destination
7 device; and

8 the first device is further configured to receive the request for the additional
9 data from the second device, and provide the additional data to the destination
10 device.

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12 **13.** A computing device comprising the system as recited in claim 1.

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14 **14.** A system, comprising:

15 a first device configured to receive a request for data from a requesting
16 device, the request including tracking information relating to the request for data;

17 a database configured to maintain the tracking information and associate
18 the tracking information with the requesting device; and

19 a second device configured to receive the request for data from the first
20 device, and provide the data to the requesting device.

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22 **15.** A system as recited in claim 14, wherein the request further includes
23 a data provider designation that designates the second device.

1 **16.** A system as recited in claim 14, wherein the first and second
2 devices are the same device.

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4 **17.** A system as recited in claim 14, wherein the database is further
5 configured to associate the tracking information with a user of the requesting
6 device.

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8 **18.** A system as recited in claim 14, wherein the request designates the
9 second device as a provider of the data, and wherein the tracking information
10 includes a designation of the first device, such that the request is first
11 communicated to the first device based upon the designation.

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13 **19.** A system as recited in claim 14, wherein the tracking information
14 identifies the second device as a provider of the data.

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16 **20.** A system as recited in claim 14, wherein the tracking information
17 identifies the requesting device as a destination of the data.

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19 **21.** A system as recited in claim 14, wherein the tracking information
20 identifies the data.

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22 **22.** A system as recited in claim 14, wherein the tracking information is
23 a uniform resource locator.

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1 **23.** A system as recited in claim 14, wherein the tracking information is
2 included as part of a uniform resource locator that designates the first device to
3 first receive the request for data, identifies the second device as a provider of the
4 data, identifies the requesting device as a destination of the data, and identifies the
5 data.

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7 **24.** A system as recited in claim 14, wherein the request for data is
8 generated from a selectable data link within rendered content at the requesting
9 device, and wherein the tracking information identifies the selectable data link and
10 the rendered content that includes the selectable data link.

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12 **25.** A system as recited in claim 14, wherein the request for data is
13 generated from a selectable data link within rendered content at the requesting
14 device, and wherein the tracking information identifies the selectable data link and
15 a location of the selectable data link within the rendered content.

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17 **26.** A system as recited in claim 14, wherein the request for data is
18 generated from a selectable data link within rendered content at the requesting
19 device, and wherein the tracking information identifies the selectable data link, the
20 rendered content that includes the selectable data link, and a location of the
21 selectable data link within the rendered content.

1 **27.** A system as recited in claim 14, wherein:

2 the request for data is generated from a selectable data link within rendered
3 content at the requesting device; and

4 the tracking information is included as part of a uniform resource locator
5 that designates the first device to first receive the request for data, and further
6 identifies the data, the second device as a provider of the data, the requesting
7 device as a destination of the data, the selectable data link, the rendered content
8 that includes the selectable data link, and a location of the selectable data link
9 within the rendered content.

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11 **28.** A computing device comprising the system as recited in claim 14.
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1 **29.** A system, comprising:

2 a tracking component configured to receive a request for content from a
3 requesting device, the request for content including request-tracking information
4 relating to the request for content;

5 a content provider configured to receive the request for content from the
6 tracking component, and provide the content to the requesting device, the content
7 including content-tracking information relating to providing the content;

8 the tracking component further configured to:

9 receive the content-tracking information from the requesting device
10 when the content is provided to the requesting device;

11 maintain the request-tracking information and the content-tracking
12 information; and

13 associate the request-tracking information and the content-tracking
14 information with the requesting device.

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16 **30.** A system as recited in claim 29, wherein the tracking component
17 and the content provider are the same device.

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19 **31.** A system as recited in claim 29, wherein the tracking component is
20 further configured to associate the request-tracking information and the content-
21 tracking information with a user of the requesting device.

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23 **32.** A system as recited in claim 29, wherein the tracking component
24 receives the content-tracking information from the requesting device after the
25 content is rendered at the requesting device.

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2 **33.** A system as recited in claim 29, wherein a requesting device
3 identifier is included as part of the content-tracking information when the content
4 is provided to the requesting device.
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6 **34.** A system as recited in claim 29, wherein the content-tracking
7 information is included as part of a uniform resource locator that designates the
8 tracking component, identifies the content provider, identifies the requesting
9 device, and identifies the content.
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11 **35.** A system as recited in claim 29, wherein the request designates the
12 content provider as a provider of the content, and wherein the request-tracking
13 information includes a designation of the tracking component, such that the
14 request is first communicated to the tracking component based upon the
15 designation.
16

17 **36.** A system as recited in claim 29, wherein the request-tracking
18 information is included as part of a uniform resource locator that designates the
19 tracking component to first receive the request for content, identifies the content
20 provider, identifies the requesting device, and identifies the content.
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22 **37.** A system as recited in claim 29, wherein the request for content is
23 generated from a selectable data link within rendered content at the requesting
24 device, and wherein the request-tracking information identifies the selectable data
25 link and the rendered content that includes the selectable data link.

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2 **38.** A system as recited in claim 29, wherein the request for content is
3 generated from a selectable data link within rendered content at the requesting
4 device, and wherein the request-tracking information identifies the selectable data
5 link and a location of the selectable data link within the rendered content.
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7 **39.** A system as recited in claim 29, wherein the request for content is
8 generated from a selectable data link within rendered content at the requesting
9 device, and wherein the request-tracking information identifies the selectable data
10 link, the rendered content that includes the selectable data link, and a location of
11 the selectable data link within the rendered content.
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13 **40.** A system as recited in claim 29, wherein:
14 the request for content is generated from a selectable data link within
15 rendered content at the requesting device; and
16 the request-tracking information is included as part of a uniform resource
17 locator that designates the tracking component to first receive the request for
18 content, and further identifies the content, the content provider, the requesting
19 device, the selectable data link, the rendered content that includes the selectable
20 data link, and a location of the selectable data link within the rendered content.
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22 **41.** A computing device comprising the system as recited in claim 29.
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1 **42.** A computing device, comprising:

2 an application component configured to:

3 receive a request for content, the request including request-tracking
4 information;

5 communicate the request for content to a content provider that
6 provides the content to a destination device, the content including content-
7 tracking information;

8 receive the content-tracking information from the destination device
9 when the content is provided to the destination device; and

10 a database configured to maintain the request-tracking information and the
11 content-tracking information, and further configured to associate the request-
12 tracking information and the content-tracking information with the destination
13 device.

14
15 **43.** A computing device as recited in claim 42, wherein the database is
16 further configured to associate the request-tracking information and the content-
17 tracking information with a user of the destination device.

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19 **44.** A computing device as recited in claim 42, wherein the application
20 component receives the content-tracking information from the destination device
21 after the content is rendered at the destination device.

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23 **45.** A computing device as recited in claim 42, wherein a destination
24 device identifier is included as part of the content-tracking information when the
25 content is provided to the destination device.

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2 **46.** A computing device as recited in claim 42, wherein the content-
3 tracking information is a uniform resource locator.

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5 **47.** A computing device as recited in claim 42, wherein the content-
6 tracking information is included as part of a uniform resource locator that
7 designates the computing device, identifies the content provider, identifies the
8 destination device, and identifies the content.

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10 **48.** A computing device as recited in claim 42, wherein the request
11 designates the content provider as a provider of the content, and wherein the
12 request-tracking information includes a designation of the computing device, such
13 that the request is first communicated to the computing device based upon the
14 designation.

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16 **49.** A computing device as recited in claim 42, wherein the request-
17 tracking information is a uniform resource locator.

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19 **50.** A computing device as recited in claim 42, wherein the request-
20 tracking information is included as part of a uniform resource locator that
21 designates the computing device to first receive the request for content, and
22 identifies the content provider, the destination device, and the content.

1 **51.** A computing device as recited in claim 42, wherein the request for
2 content is generated from a selectable connection within a Web page at the
3 destination device, and wherein the request-tracking information identifies the
4 selectable connection and the Web page that includes the selectable connection.

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6 **52.** A computing device as recited in claim 42, wherein the request for
7 content is generated from a selectable connection within a Web page at the
8 destination device, and wherein the request-tracking information identifies the
9 selectable connection, the Web page that includes the selectable connection, and a
10 location of the selectable connection within the Web page.

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12 **53.** A computing device as recited in claim 42, wherein the request for
13 content is generated from a selectable connection within a user interface of an
14 application component at the destination device, and wherein the request-tracking
15 information identifies the selectable connection and the application component
16 that includes the selectable connection.

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18 **54.** A computing device as recited in claim 42, wherein the request for
19 content is generated from a selectable connection within a user interface of an
20 application component at the destination device, and wherein the request-tracking
21 information identifies the selectable connection, the application component that
22 includes the selectable connection, and a location of the selectable connection
23 within the user interface.

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1 **55.** A method, comprising:
2 receiving a request for content, the request including request-tracking
3 information relating to the request for content;
4 communicating the request for content to a content provider that provides
5 the content to a destination device, the content including content-tracking
6 information relating to providing the content;
7 receiving the content-tracking information from the destination device; and
8 storing the request-tracking information and the content-tracking
9 information.

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11 **56.** A method as recited in claim 55, further comprising associating the
12 request-tracking information and the content-tracking information with the
13 destination device.

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15 **57.** A method as recited in claim 55, further comprising associating the
16 request-tracking information and the content-tracking information with a user of
17 the destination device.

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19 **58.** A method as recited in claim 55, wherein the content-tracking
20 information is received after the content has been provided to the destination
21 device.

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23 **59.** A method as recited in claim 55, wherein the content-tracking
24 information is received after the content has been rendered at the destination
25 device.

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2 **60.** A method as recited in claim 55, wherein said storing comprises
3 storing a content provider identifier that identifies the content provider, a
4 destination device identifier that identifies the destination device, and a content
5 identifier that identifies the content.

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7 **61.** A method as recited in claim 55, wherein said storing comprises
8 storing a content provider identifier that identifies the content provider, a
9 destination device identifier that identifies the destination device, a content
10 identifier that identifies the content, and a user identifier that identifies a user of
11 the destination device.

12
13 **62.** A method as recited in claim 55, further comprising determining
14 from the request-tracking information, a selectable connection identifier that
15 identifies a selectable connection and a rendered content identifier that identifies
16 rendered content, wherein the request for content is generated from the selectable
17 connection within the rendered content at the destination device.

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19 **63.** A method as recited in claim 55, further comprising determining
20 from the request-tracking information, a selectable connection identifier that
21 identifies a selectable connection, a rendered content identifier that identifies
22 rendered content, and a location identifier that identifies a location, wherein the
23 request for content is generated from the selectable connection at the identified
24 location within the rendered content at the destination device.

1 **64.** A method as recited in claim 55, further comprising determining
2 from the request-tracking information, a data link identifier that identifies a data
3 link, a Web page identifier that identifies a Web page, and a location identifier that
4 identifies a location, wherein the request for content is generated from the data
5 link at the identified location within the Web page at the destination device.

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7 **65.** A method as recited in claim 55, further comprising determining
8 from the request-tracking information, a selectable connection identifier that
9 identifies a selectable connection, an application component identifier that
10 identifies an application component, and a location identifier that identifies a
11 location, wherein the request for content is generated from the selectable
12 connection at the identified location within a user interface for the application
13 component at the destination device.

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15 **66.** One or more computer-readable media comprising computer-
16 executable instructions that, when executed, direct a computing system to perform
17 the method of claim 55.

1 **67.** One or more computer-readable media comprising computer-
2 executable instructions that, when executed, direct a computing system to perform
3 a method comprising:

4 providing data to a destination device, the data including tracking
5 information;

6 receiving the tracking information from the destination device when the
7 data is rendered at the destination device;

8 storing the tracking information; and

9 associating the tracking information with the destination device.

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11 **68.** One or more computer-readable media as recited in claim 67, the
12 method further comprising associating the tracking information with a user of the
13 destination device.

14
15 **69.** One or more computer-readable media as recited in claim 67,
16 wherein the tracking information is included as part of a uniform resource locator
17 that identifies a data provider said providing the data, the destination device, and
18 the data.

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20 **70.** One or more computer-readable media as recited in claim 67,
21 wherein said storing comprises storing a data provider identifier that identifies a
22 data provider said providing the data, a destination device identifier that identifies
23 the destination device, and a data identifier that identifies the data.

1 71. One or more computer-readable media as recited in claim 67, the
2 method further comprising:

3 receiving a request for additional data from the destination device, the
4 request including request-tracking information;
5 storing the request-tracking information;
6 associating the request-tracking information with the destination device.
7

8 72. One or more computer-readable media comprising computer-
9 executable instructions that, when executed, direct a computing system to perform
10 a method comprising:

11 receiving a request for data from a requesting device, the request including
12 tracking information;
13 storing the tracking information;
14 associating the tracking information with the requesting device; and
15 communicating the request for data to a data provider.
16

17 73. One or more computer-readable media as recited in claim 72, the
18 method further comprising associating the tracking information with a user of the
19 requesting device.
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21 74. One or more computer-readable media as recited in claim 72,
22 wherein the tracking information is included as part of a uniform resource locator
23 that identifies the data provider, the requesting device, and the data.
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1 **75.** A method as recited in claim 72, wherein said storing comprises
2 storing a data provider identifier that identifies the data provider, a requesting
3 device identifier that identifies the requesting device, and a data identifier that
4 identifies the data.

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6 **76.** One or more computer-readable media as recited in claim 72, the
7 method further comprising determining from the tracking information, a selectable
8 connection identifier for a selectable connection, a rendered content identifier for
9 rendered content, and a location identifier for a location, wherein the request for
10 data is generated from the selectable connection at the identified location within
11 the rendered content at the requesting device.

12
13 **77.** One or more computer-readable media as recited in claim 72, the
14 method further comprising determining from the tracking information, a data link
15 identifier for a data link, a Web page identifier for a Web page, and a location
16 identifier for a location, wherein the request for data is generated from the data
17 link at the identified location within the Web page at the requesting device.

18
19 **78.** One or more computer-readable media as recited in claim 72, the
20 method further comprising determining from the tracking information, a selectable
21 connection identifier for a selectable connection, an application component
22 identifier for an application component, and a location identifier for a location
23 wherein the request for data is generated from the selectable connection at the
24 identified location within a user interface for the application component at the
25 requesting device.